

# Display



## DISPLAY RATES ANNUAL LINAGE CONTRACTS PER AGATE LINE

	MON.-SAT.	SUN.
OPEN RATE .....	\$6.83	\$ 9.89
3,000 .....	\$6.36	\$ 9.20
5,000 .....	\$6.15	\$ 8.93
10,000 .....	\$5.96	\$ 8.65
20,000 .....	\$5.65	\$ 8.19
30,000 .....	\$5.52	\$ 8.01
50,000 .....	\$5.26	\$ 7.64
75,000 .....	\$5.14	\$ 7.44
100,000 .....	\$4.94	\$ 7.15
150,000 .....	\$4.81	\$ 6.96

## COLOUR ADVERTISING RATES PER AD

	MON.- SAT	SUN.
B/W plus 1 colour .....	\$4,345	\$4,998
B/W plus 2 colours .....	\$4,909	\$5,644
B/W plus 3 colours .....	\$5,805	\$8,437

## POSITION CHARGES

Guarantee Position Charges available upon request.  
Banner Positions (10 col. x 23 lines) .....25%

## EARLUGS (1.933" wide x 1.429" deep)

	MON.-SAT.	SUN.
13x .....	\$846	\$1,210
26x .....	\$759	\$1,132
52x .....	\$675	\$1,043

Colour 25% of rate card price when available.

## FREQUENCY RATES Available upon request

## CHARITABLE RATES

	MON.-SAT.	SUN.
Line rate .....	\$4.81	\$ 6.96

## TERMS AND CONDITIONS

- Accounts are subject to credit verification before acceptance.
- Invoices are payable when rendered.
- No agency commission allowed on local retail advertising.
- Overdue accounts are charged interest on the unpaid amount at an annual rate of 18%, calculated and compounded every 4 weeks.
- The publisher reserves the right to increase the rate stipulated herein at any time on thirty days notice in writing.
- Contest advertising to include publication of results; ads must be submitted in advance and include rules.
- Not responsible for incorrect appearance of key numbers.
- Advertisements ordered in specific space shall be measured from cut-off rule to cut-off rule.
- The Sun reserves the right to omit or limit the size of any advertisement; to refuse to publish any advertisement or any portion thereof which, in their absolute discretion, is unacceptable; and to add the word "Advertisement" or "Advt." to any advertisement. The Sun reserves the right to classify all ads. In consideration for the publication of any advertisement, the advertiser agrees to indemnify The Sun from any claims that arise out of publication of such advertisement.
- The advertiser agrees that the Toronto Sun shall have no liability whatsoever to the advertiser as a result of, or in respect of, errors in ads in excess of the amount paid by the advertiser for the space actually occupied by that portion of the ad in which the error occurred, whether such error is due to the negligence of the Toronto Sun or otherwise, and the Toronto Sun shall have no liability whatsoever to the advertiser as a result of, or in respect of, the non-insertion of any advertisement in excess of the amount paid by the advertiser for such advertisement whether such omission is due to the negligence of the Toronto Sun or otherwise.
- Accuracy is critical to the advertiser and the Toronto Sun. Please check your advertisement on the first day of insertion.
- Not responsible for advertising material unless return delivery instructions are received with order.
- Contingent orders will not be accepted.
- Excessive corrections or remakes of production proofs will be charged at regular production rates.
- The Publisher reserves the right to make full page size adjustments at his/her discretion to allow for potential changes in printing press configurations at time of print.

# 2012 RATECARD

## ON-LINE ADVERTISING OPPORTUNITIES AVAILABLE

- Please consult your account manager

RATES EFFECTIVE  
JANUARY 1, 2012

\*Rates are net  
and do not include  
applicable H.S.T.

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## TABLOID FORMAT 10 columns wide x 160 lines deep RATES ARE NET & DO NOT INCLUDE APPLICABLE HST

### PREMIUM POSITIONS (BW)

	1X	13X	26X	52X
Outside Back Cover	\$ 6987	\$ 6227	\$ 5716	\$ 5337
Front page banner (10x23)	\$ 3684	\$ 3433	\$ 3049	\$ 2672
Page 3 banner (10x23)	\$ 1524	\$ 1240	\$ 1146	\$ 1051

### FREQUENCY

### MULTIPLE INSERTIONS PER WEEK

	DISCOUNT
2 Insertions/week .....	5%
3 Insertions/week .....	8%
4 Insertions/week .....	12%
5 Insertions/week .....	15%

### COLOUR CHARGES

PER AD	
B/W plus 1 colour .....	add 15%
Full Colour .....	add 25%

### VOLUME DISCOUNTS

(Annual Linage Contracts)

INVESTMENT (B&W)	RATE
Open .....	\$ 5.47
2500 .....	\$ 5.07
5000 .....	\$ 4.77
10,000 .....	\$ 4.54
20,000 .....	\$ 4.18
50,000 .....	\$ 3.97
100,000 .....	\$ 3.73
150,000 .....	\$ 3.53